

Renfrew Public Library's



Strategic Plan 2019 - 2024



Prepared by: Kelly Thompson, CEO and the
RPL Board of Trustees

About Renfrew PL

The role of libraries has been changing dramatically from the days where silence was expected and books were the only collections available for borrowing.

Libraries are now dynamic, interactive facilities where people can borrow everything from books to bicycles; where tech help and research assistance are as available as programs about gardening or finance. They promote early literacy for children and lifelong learning for all.

What has never changed is that the Renfrew Public Library exists to support the needs and wants of the community. To do this effectively, and to ensure that library programs remain current and relevant, the library's strategic plan must also remain up-to-date and reflective of the community.

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Mission Vision

The first step to creating an effective strategic plan is to review the library's mission and vision. These statements are the foundation on which everything else is built and a description of why the library exists.

The library's Mission Statement continues to be simple and straightforward. Renfrew Public Library strives to be:

YOUR DOOR TO DISCOVERY

The library's Vision Statement is a reflection of where the Board/CEO/Staff envision the library will be in the future. It reflects the direction the library is heading:

Renfrew Public Library empowers our community by offering access to recent and emerging technologies, up-to-date, accessible resources, competent, knowledgeable staff and space for individual and communal creativity. Services are available where they are needed, whether in-library, online or out in the community.

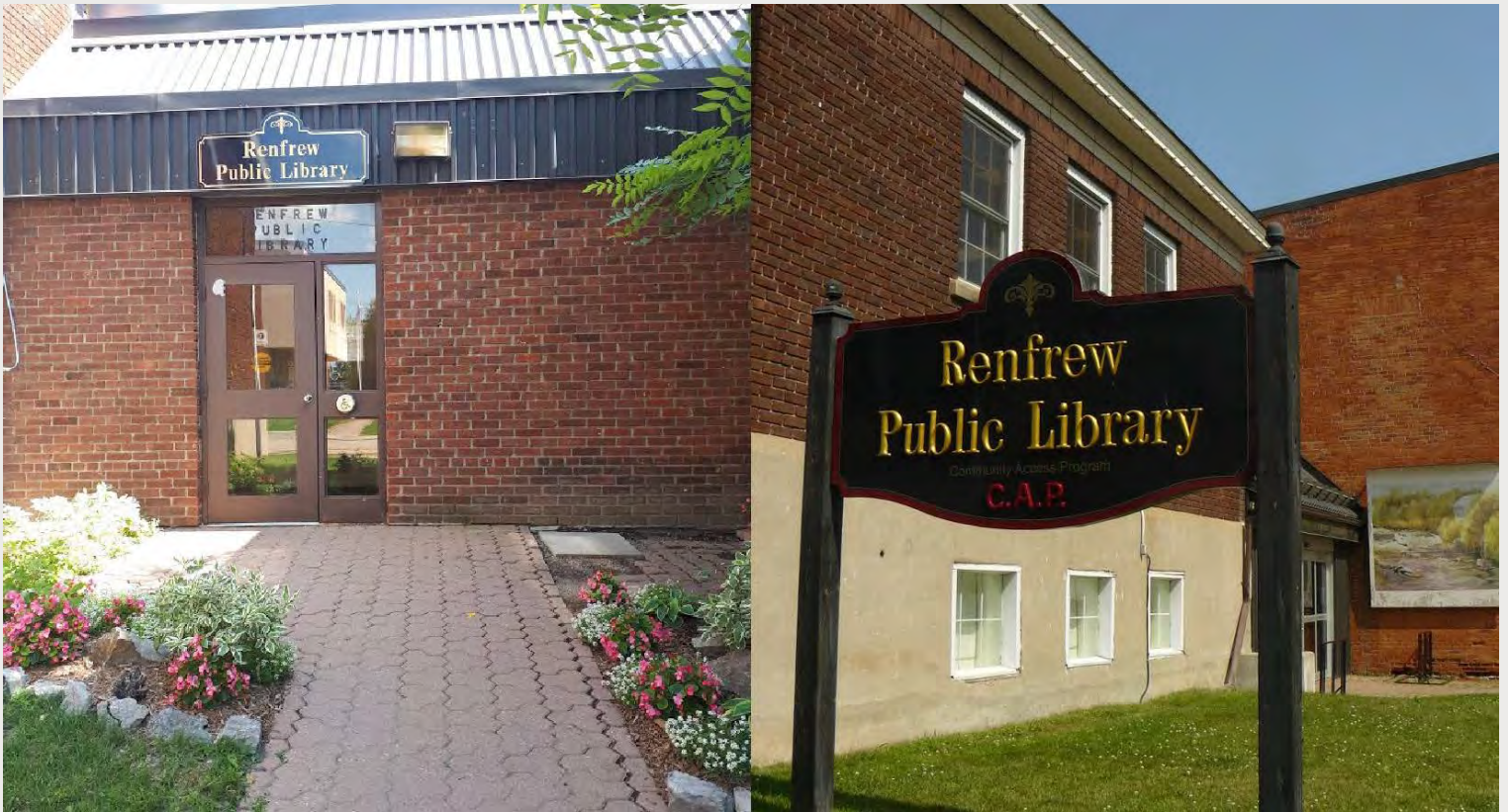
The Methodology

In order to determine which programs and services are effective, which are not, and what may be lacking, the following was undertaken by the Renfrew Public Library Board of Trustees:

- The Vision and Mission statements were reviewed
- The CEO researched and prepared a Library Trends report
- A sub-committee of the Board researched and prepared an environmental scan for the Town of Renfrew
- Both reports were shared and discussed with all members of the Board
- Patrons, community members, organizations, students, media and others were contacted through a Community Needs Survey, Focus Groups and informal conversations in order to ensure input from a cross-section of the population
- Information gathered from the community was compiled into one succinct document and reviewed by the Board
- Core strategies were developed based on all of the information provided
- Strategic directions were developed to ensure services and programs mesh with the core strategies

Strategic Plan 2019 - 2024

The following core strategies and directions were developed to ensure RPL continues to meet and exceed community expectations.



Core Strategies

Identification of the three strategic initiatives

**COMPREHENSIVE
COMMUNICATION**

**CONTINUOUS
IMPROVEMENT**

**COMMUNITY-
BASED
PARTNERSHIPS
AND SERVICES**

Core Strategy #1:

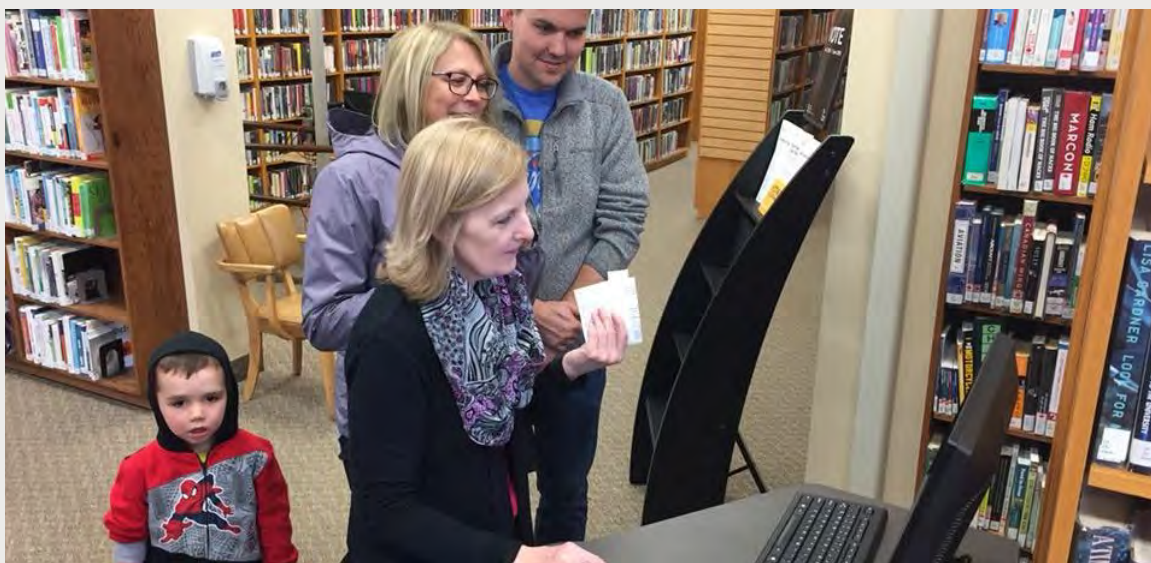
Comprehensive Communication

The importance of maintaining two-way communication with all stakeholders is vital.

In order to ensure that the lines of communication remain open and active between the Library Board and the staff, council, and community at large, several key actions have been identified.

Strategic directions for ensuring Comprehensive Communication:

- Improvements or additions to library services/resources/programs are to be communicated in a timely, accessible manner
- Library staff will engage with tweens and teens to increase awareness of current services and address needs/wants
- New ways to request input and feedback from the community should be identified in order to gauge success of library programs and services
- Yearly presentations to Town Council, as well as regular reporting is needed to maintain open communication
- CEO will ensure the occurrence of regular staff meetings, and maintain an open-door policy between management and staff



Core Strategy #2:

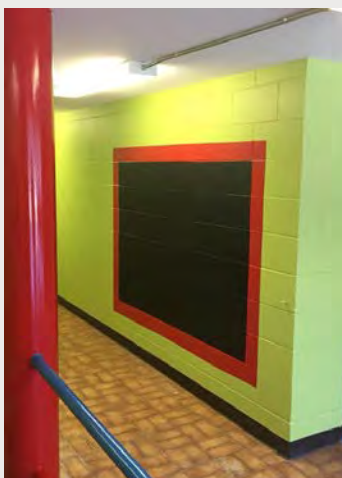
Continuous Improvement

Changes have been happening over the past several years at RPL. The physical layout has been modified, databases have been added to online collections, print collections continue to be developed, and programs for all ages are now being offered on a regular basis; all to make the library a more welcoming, inclusive space.

The team is constantly evaluating the quality of the library's offerings, while always considering cost effectiveness, best use of facilities, and the development of library resources to meet the requirements of users.

Strategic directions for ensuring Continuous Improvement:

- As a response to community input, evaluate and implement new service hours
- Continue to increase access to online services and resources and optimize library spaces to strive to meet current and changing needs of the community
- Provide on-going opportunities for staff development and skills improvement
- Review possibilities for the programme building and land to best meet future library needs
- Inventory all collections and review collection development policy often to ensure collections remain vibrant and relevant
- Continuously evaluate organizational structure



Core Strategy #3:

Community-Based Services and Partnerships

Renfrew Public Library currently brings services to Quail Creek and Bonnechere Manor retirement residences, local schools and groups. Home delivery is also available for those unable to come to the library due to medical issues.

We will build on creating more partnerships within the library community, as successful partnerships between the Library and Mackay Manor, the Renfrew County Health Unit and Hospice Renfrew have been highly beneficial for the community.

We will make every effort to bring services and programs where they are needed, while recognizing that being in a rural area offers challenges for both community members and staff.

Strategic directions for ensuring **Community-Based Services and Partnerships :**

- Aim to connect people and bridge gaps, ensuring equal access to information
- Continue to be proactive in networking with local organizations and interest groups to better serve the community
- Enhance and diversify programs that engage all members of the community
- Create a presence at community events whenever possible
- Actively engage with local schools to address the needs of staff and students
- Welcome newcomers through targeted collection development, programs and services



The RPL Board of Trustees

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The RPL Staff Team 2018

Always available to help!

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